

# SELLING Points

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[sceducationlottery.com](http://sceducationlottery.com)



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18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

 **South Carolina  
Education  
Lottery®**

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# Dear Retailers,

Are you ready for the summer rush?

Vacationers are hitting the roads in force this month to enjoy and explore all our beautiful state has to offer. You'll certainly welcome the increase in foot traffic, and we want you to know that we're here to help with a fun mix of products and promotions sure to impress summertime guests to SC.

Who doesn't like a chance to win more? With the new Multiplier Series of instant tickets, players could see their winnings multiplied up to 5, 10, 20 or even 50 times! 5X, 10X, 20X and 50X scratch-offs are available at every price point, so have your dispensers stocked and tickets visible for customers to see and sample.

Look outside. I think you'll agree, a warm sunny day is the perfect backdrop for a lottery promotion. If you haven't hosted a promotion yet, I hope you will consider one. Promotions are a great way to reward players and gain new ones. I urge you to reach out to the promotion representative in your area to start planning.

In the meantime, I hope you and your loved ones find time to slow down and enjoy yourselves this month. Happy summer selling!

All my best,  
**Paula Harper Bethea**  
Executive Director



If you would you like to speak with Paula Harper Bethea, please contact Holli Armstrong at 803-737-4419.

## Treat Your Players & Heat Up Sales with a Summertime Promotion

By Susan King, Promotions, Print & Special Events Coordinator

Want a fun way to say thank you to your lottery customers, increase your ticket sales, gain new customers and reward loyal ones?

Just host a Customer Appreciation Day at your store! They are so much fun!

You can enhance your event by getting other vendors involved too! Offer free food, a second-chance drawing for lottery tickets or even a TV! Your customers, your staff and you will love hosting an event. It's a great way to shake things up and create excitement which in turn will drive sales.

Ask your Marketing Sales Representative for more information, set a date, advertise with signage and you're done! A little effort goes a long way!

## THE Prize Wheel

### DRAWS A CROWD!

We'll bring the prize wheel, and your players who make the required lottery purchase can spin the wheel for a chance to win cool South Carolina Education Lottery merchandise.



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**SWEETEN THE DEAL**  
**Racers Food Store** in **Aiken** gave away a flat screen TV at their promotion!



**BRING THE HEAT**  
**Shiv Mart 2** in **Lugoff** served up a gas grill as its second-chance drawing prize!



## X-Marks the Spot...for the Lottery's NEW Multiplier Series!

By Lauren Leviner, Product Specialist

Be on the lookout for these NEW instant games from the South Carolina Education Lottery launching Tuesday, June 2nd!

- \$1 - **5X**
- \$2 - **10X**
- \$5 - **20X**
- \$10 - **50X**

With their bright, fun colors and great prizes these new games are sure to eXcite your customers! On this multiplier series, players can multiply their winnings up to 5, 10, 20 and even 50 times!

All four tickets can be purchased for \$18 and your stores could eXcel and sell one of the five \$200,000 top prizes! So don't forget to get eXcited and ask for the sale!

Remind players that the 5X and 10X scratch-offs are eligible \$1 and \$2 tickets for the monthly Instant Replay Drawings. Just log in to [sclottery.com](http://sclottery.com) to enter!

The deadline for entries for the June 17 Instant Replay Drawing is Tuesday, June 16.





## SPOTLIGHT

# Corner Stop 10

By Alice Boyd-Epps, Midlands MSR

**Corner Stop 10** has created an atmosphere full of excitement, energy and luck! Andy and Panna Patel along with their sons operate the family owned business in **Blackville**.

The Patels credit their success to a combination of strategies. They always pay winners. Dispensers are kept full of tickets, jackpot signs are updated and the play area is stocked with supplies for players.

"I always ask customers for the sale, I know my players by name, I know the numbers or games they play and I assist them in any way I can," said Andy. "I have even given them numbers to play, and the numbers have 'come out,' and that's why customers call this store 'lucky.'"

Andy and Panna use the business as an opportunity to instill a great work ethic in their two sons. Mahier, their oldest, is a student at USC and enjoys running the family business during weekends, holidays, and summer breaks. Mahier is a proud lottery scholarship recipient.



Panna, Andy and Mahier Patel of Corner Stop 10 have created a winning atmosphere in Blackville. The location is known as a "lucky" place to play the Lottery.

## New Games

Scheduled to launch Tues., June 2:



Scheduled to launch Tues., June 23:



Launch dates and tickets are subject to change.  
Artwork shown is not necessarily representative of final product.

## TICKET Alerts

### LAST DAY TO SELL

Wed., June 3: Money Mania (#740) & Ultimate Bankroll (#735)

Wed., June 24: Triple Tripler (#614) & Tons of Funds (#739)

### LAST DAY TO RETURN

Fri., June 26: Big Deal (#694), Double Your Money (#707), Mustache Cash (#716), Reindeer Games (#722) & Diamonds & Pearls (#729)

### LAST DAY TO REDEEM

Tues., June 9: Carolina Limited (#703) & Hefty Hundreds (#720)

Tues., June 30: Break the Bank (#702), Happy Holidays (#723) & Bring on the Bens (#730)

- Dates Current as of 5/1/2015.

**HOLIDAY CLOSING: Friday, July 3, 2015** - SCEL and our delivery partners will be closed to observe the July Fourth Holiday. Tickets ordered on Thurs., July 2 will be delivered on Monday, July 8.